

SALT LAKE DAILY HERALD

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At a recent Berlin bird show, several canaries were exhibited which attracted much attention on account of the peculiar color of their plumage. Some were green, others red and light brown, and others of a soft gray tint, while all differed more or less from the light yellow of the common bird. These variations of color were produced by the daily use of cayenne pepper in the food of the birds. The pepper is given in small quantities at first, and the birds appear to like it. The immediate effects are, however, anything but pleasing to the beholder, for the feathers soon begin to fall, giving the bird the appearance of molting; but in a short time new feathers appear, having the curious tints observed.

It is seldom now-a-days that one hears of opposition to advertising. All intelligent business men admit that it is as necessary to advertise as it is to have a building in which to display their goods. But there is yet a question as to how advertising may best be done. If a person will glance over the columns of his newspaper, and also keep his eyes open as he passes along the streets, he will discover how men's opinions differ. Most business men have their respective ideas as to how they should advertise, but what proportion of them really understand the science, for advertising has been reduced to a science. Fences and dead walls are frequently plastered over with business announcements; large bill-boards are covered with flaming placards; painted signs are stuck up in the home-cars, and even picturesque aspects of nature are defaced by staring assertions of tradespeople. Now, most of these things attract attention, but at the same time they excite the disgust and resentment of the very people the advertisers desire to win. It should be the aim of the advertiser to furnish the information that the public wants, to place his business before that part of the public who want it, and to make the information easy of acquisition without being intrusive or impudent. Quickly, by means of loud and effective advertising, capture the rabbit. They decide people into an irrefragable desire to be treated, or to buy something which they do not need. That kind of advertising returns large profits at the time, but the bill soon becomes barren. It cannot be worked twice by the same quack. He has a run, but then he must starve or depend upon new victims. The kind of attention that he attracts is not the kind that the merchant or honest business man desires. The rocks in Echo and Weber canyons are dashed over with letters, some of which are twelve feet in height; but what lady or gentleman would think of going up either of these gorges to find out where any particular article that might be needed, could be bought? Who would get into a street car or omnibus, for a similar purpose? Who would go about the city, staring at bill-boards, for information, as is the market? People do not go about their shopping in this way. A special object of the advertiser should be to avoid placing his advertisements where they will offend the community, or give offense; that is, to avoid placing them where they are not wanted. Eyes the illuminated placards and gorgeous bill-boards of the theatre are practically useless. They are good for the circus, but people do not run about the streets to find out from the bill-boards what new attractions in the way of opera and drama are being presented for the delectation of the town. The wisest business men have come to the conclusion that the best, and about the only useful advertising medium, is the newspaper. It goes into pretty nearly every family, and as about all the shopping proceeds from the family, the merchant, grocer and others approach their customers by this means. A sportsman would not fire his gun at random, with the expectation that game may be straying in the way of his shot. He discovers his game, and taking deliberate aim, fires, with a reasonable chance of success. Having arrived at the conclusion, as all prosperous business men have done, that a report in the newspaper is the best advertising medium that can be found, wisdom must tell him to exercise in choosing the newspaper, otherwise the money paid for advertising will be thrown away. Generally speaking, the paper having the largest circulation is the best one in which to advertise, but this cannot be acted upon as an infallible rule. The family furnishing the buyers, the paper that reaches the family naturally furnishes the more profitable medium for business announcements. A good many newspapers with large circulation seldom find their way into the family circle. They are read in offices, or on the cars, and thrown aside. They are not permitted to approach the real sources of shopping activities, and if by chance they should do so, their advertisements do not carry with them the weight and reliable character which a pure and wholesome tone always gives to even the business columns of a paper that circulates in homes and among the intelligent and refined classes. Another important element to profitable advertising is persistence. The expert advertiser will keep his name,

business, and establishment constantly before the public, though not in the same terms. Diverse forms of statement are valuable, but the chief object is to have the business at all times in mind, so that when one needs your kind of goods he will intuitively think of your establishment. If the advertising columns of the reputable newspaper are used in this systematic manner, they will be found as useful to the merchant as clerks are to sell goods to those who have been attracted to the store by the advertisement. The newspapers have become a sort of directory for the shopping people of a city, and if a merchant keeps his name and business out of this directory, he may expect his customers to be confined to personal acquaintances, or at most to that class who never read the newspapers. Another thing that makes advertising in the newspapers necessary to success in business, is the fact that the papers have educated the people to believe that a failure to advertise displays a lack of enterprise, and the public unconsciously pass without seeing a shop or store the proprietor of which manifests no enterprise. His goods are considered inferior in quality, the general opinion being that he has an old, shabby, worn, or damaged stock which he is trying to palm off as good. The public like a house that keeps up with the times, in the style and quality of its goods, and in its methods of directing attention to them. Everybody notices that the man who knows how to advertise imparts a lively, business-like air to his store. People like to buy from him, because they believe his enterprise leads him to keep the best goods and latest novelties. On the other hand, experience confirms that the man who advertises only now and then, or in some of the many obscure ways, is generally thought to have little to sell, and that little of an antiquated style, or somewhat damaged by age. It is a fact that among the potent causes of commercial success none is more essential than a correct idea of how to advertise, and the constant application of that idea.

HOLIDAY LIST.
PIANOS, ORGANS, VIOLINS, ACCORDIONS, GUITARS, BANJOS, FLUTES, CORNETS, DRUMS, HARMONICAS, MUSIC ROLLS, FOLIOS, PIANO STOLDS AND COVER MUSIC BOOKS, SHEET MUSIC, AND EVERYTHING IN THE MUSICAL LINE AT GREATLY REDUCED PRICES DURING THE HOLIDAYS. AT GEO. CARLESS' POPULAR MUSICAL EMPORIUM, TWO DOORS EAST OF DIXWOODS, FIRST SOUTH STREET.

A 22-inch Gros Grain Black Silk, reduced from \$2.50 to \$2 per yard, at Wm. JENNINGS & SONS.

Any ladies wishing to know the merits of the Excelsior Kidney Pad, its action, etc., are referred to Mrs. Wm. E. McKee, Photographer, Patrons, Toledo, Ohio.—See adv.

You Have No Excuse.
Have you any excuse for suffering with Dyspepsia or Liver Complaint? Is there any reason why you should go on from day to day complaining with Sour Stomach, Sick Headache, Halitosis, Constipation, Flatulence of the Heart, Heartburn, Waterbrash, Grawing and Burning Pains at the pit of the Stomach, Yellow Skin, Coated Tongue and Disagreeable Taste in the Mouth, Coming Up of Food after eating, Low Spirits, etc.? No! It is positively your own fault if you do. Go to your Druggist and get a Bottle of GREEK'S AUGUST FLOWER. For 75 cents your cure is certain, but if you doubt this, get a Sample Bottle for 10 cents and try it. Two doses will relieve you.

BASH, DOORS AND BLINDS
Mouldings, BRACKETS AND ALL SIZES OF WINDOW GLASS AT BOTTOM PRICES. LAYFINDER, TAYLOR & CO.

SALT LAKE THEATRE.
CULMER & WHITNEY, Business Managers.

CHRISTMAS ATTRACTIONS!

BIG HOLIDAY BILL!

FRIDAY EVE, Dec. 24th.

SATURDAY EVE, Dec. 25th.

And CHRISTMAS MATINEE.

Doors open at 1 o'clock. Performance commences at 1:30 o'clock.

THE HOME DRAMATIC CLUB

Will present, after two months' careful preparation, a new and original drama, purchased direct from the East by the Home Dramatic Club, in five acts, entitled,

PIQUE!

Matthew Standish.....Mr. O. F. Whitney

Arthur Standish.....Mr. L. C. Cunningham

Sammy Dymally.....Mr. H. M. Wells

Timothy Dymally.....Mr. J. D. Spencer

Raymond Leland.....Mr. A. H. LeClair

Dr. Gosselin.....Mr. M. Wilson

Raymond Jim.....Mr. H. Taylor

Pauline.....Mr. A. Hovey

Inspector of Police.....Mr. J. H. Hovey

Picker Bob.....Mr. J. H. Hovey

Copple.....Mr. A. Owen

Mabel Redfrew.....Miss Nellie Colbrook

Mary Standish.....Miss Nellie LeClair

Edith.....Miss Nellie LeClair

Lucille Vanfrew.....Mrs. B. H. Clouston

Annet Gosselin.....Miss S. E. Vincent

Mother Thomas.....Mrs. J. H. Hovey

Sylvia.....Miss F. Hovey

Little Arthur.....Miss F. Hovey

Laurel and Orestes.....Tramps, Police, etc.

CARELESS ORCHESTRA

Will appear each evening with the Club.

Seats may be reserved without extra charge.

Thursday, December 23rd, at 10 o'clock.

THE BANKER'S DAUGHTER

Will be the Greatest Spectacle in Society ever witnessed in the Salt Lake Theatre.

1880.

CHRISTMAS.

NEW YEAR.

1881.

O. L. ELIASON,

JEWELER AND OPTICIAN,

Keeps a Select Stock of

WATCHES, CHAINS, ETC.

Also a Fine Assortment of

JEWELRY.

Sterling Silver and Plated Ware.

Agent for Lazarus & Morris' Spectacles and Eye Glasses.

142 MAIN STREET

SALT LAKE CITY.

45 Years before the Public.

THE GENUINE

DR. C. McLANE'S

LIVER PILLS

are not recommended as a remedy "for all the ills that flesh is heir to," but in affections of the Liver, and in all Bilious Complaints, Dyspepsia, and Sick Headache, or diseases of that character, they stand without a rival.

ACUE AND FEVER.

No better cathartic can be used preparatory to, or after taking quinine. As a simple purgative they are unequalled.

BEWARE OF IMITATIONS.

The genuine are never sugar-coated.

Each box has a red wax seal on the lid, with the impression, McLANE'S LIVER PILLS.

Each wrapper bears the signature of C. McLANE and Fleming Bros.

Insist upon having the genuine DR. C. McLANE'S LIVER PILLS, prepared by

FLEMING BROS., Pittsburgh, Pa.

the market being full of imitations of the name McLANE, spelled differently, but same pronunciation.

HOW TO CURE

Consumption, Coughs,

COLDS, ASTHMA, CROUP,

And all Diseases of the Throat,

Lungs, and Pulmonary Organs.

the according to Directions,

ALLEN'S LUNG BALSAM

BARGAINS

DURING THE

HOLIDAYS.

The Largest and Most Complete Stock

of Musical Goods ever brought

to Utah, at

CALDER'S MUSIC HOUSE,

CONSISTING IN PART OF

1872 Jews Harp, 5c. to 50c.

1876 Harmonica, 10c. to 25c.

85 Organettes, \$1.50 to \$5.00.

50 Accordions, \$2.50 to \$25.

91 Violins, \$2.50 to \$10.00.

45 Violin Cases, \$2.75 to \$11.

100 Violin Bows, 75c. to \$3.00.

288 Tuning Forks, 5c.

67 Plates and Piccolos, \$1.50 to \$10.

51 Piano Stools, \$3.75 to \$12.

30 Piano Covers, \$6.75 to \$15.

26 Guitars, \$7 to \$40.

25 Banjos, \$5 to \$25.

16 Pianos, \$25 to \$800.

47 Organs, \$50 to \$4.5.

50 Music Folios, \$1.50 to \$3.

45 Music Stands, \$3.25 to \$4.

1000 Music Books, for all Instruments.

Vocal Solitudes, Chords and Musical Libraries.

The only House in Utah having the

Celebrated Gesner Accordeons. They

are warranted genuine, having

been imported direct from the Factory

by me

DAVID O. CALDER.

X'MAS AND NEW YEAR.

CHOICE NEW AND CLEANED

Currants, Raisins,

Lemon and Citron Peel,

New Nuts, Choice Candies,

—AND—

FANCY GOODS FOR THE HOLIDAY TRADE

WHOLESALE AND RETAIL.

AT BEDROCK PRICES.

WE INVITE INSPECTION.

DAY & CO.

EXAMINE THE

IMMENSE STOCK OF

CHRISTMAS

CANDIES, NUTS,

Prize Boxes, Fruits, Etc.,

AT

CULMER'S

TEA POT STORE.

For Your X'mas Fruits

GO TO THE

T

WAREHOUSE.

A. D. YOUNG

Has just received the Choicest and Best lot of NEW

FRUITS ever Imported.

RAISINS,

CURRENTS,

LEMON PEEL,

CITRON,

FIGS,

PURE SPICES.

All of the Best Quality and Well Cleaned.

Go and See the Stock at 26 and 28 Main Street.

GEO. SAVILLE,

DEALER IN

Homemade and Imported Boots and Shoes,

CUSTOM

BOOT AND SHOE MAKER

23 Second South Street, Opposite Postoffice.

Repairing done Promptly and Neatly. Patrons respectfully noticed.

BOILER WORKS.

HAYNES & SONS,

South Temple Street, one block and a

half from the Depot.

Are prepared to do All Kinds of

BOILER AND SHEET-IRON WORK.

BOILERS of All Styles and Sizes Made

to Order. Old Ones Repaired.

All Work Guaranteed and Promptly

Attended to.

Prices as Low as the Lowest.

HOSTETTER'S

CELEBRATED

STOMACH

BITTERS

There is no civilized nation in the Western

hemisphere in which the utility of Hostetter's

Stomach Bitters as a tonic, corrective and anti-

bilious medicine, is not known and appreciated.

While it is a stimulant for all seasons and all

climates, it is especially suited to the com-

plaints generated by the weather, being the

purest and best vegetable stimulant in the

world.

For sale by Druggists and Dealers, to whom

apply for Hostetter's Almanac for 1881.

VALLEY HOUSE

Andrew G. Brisen, Proprietor.

UNDER THE NEW MANAGEMENT

this central and popular hotel has been

renewed and thoroughly repaired for the

reception of guests.

Rates per day, \$1.50 to \$2; per week

\$8 to \$10, according to rooms

board per week, \$1.

WHITE HOUSE HOTEL.

THE PROPRIETORS TAKE PLEASURE

in welcoming to the public that they have

renewed and refitted the hotel.

Hot Lunches (as per card), 25c.

Single Meals, 50c.

Hot Lunches, \$1.50 to \$2 per day.

\$10 to \$12 per week.

Board, 75c.

The bar has been removed to the porch

of the hotel and four Billiard Tables added for

the accommodation of guests, and now

A. PODLECH & CO.

CLIFT HOUSE,

MAIN ST., SALT LAKE CITY.

Board and Rooms from \$1.50 per day,

and from \$8 per week.

S. C. EWING,

Proprietor.

ELECTRICITY IS LIFE!

A Lack of it is Disease and Death.



Rheumatism, Kidney Disease, Sciatica, Lame

Back, Nervousness, Paralysis, Dropsy, In-

firmness and Discharge, Uterine Obstruc-

tions.

Our Electric Appliances are the only in the

world which are constructed so as to give the

current concentrated on the nerves so as to

reach the diseased parts, and the nervous